

# KLINELINE BRIDGE OUTREACH ADVISORY GROUP (OAG)

Meeting #1: June 4, 2007

Clark County Public Works Operation Center

4700 NE 78th Street, Vancouver

6:00 - 8:00 pm

## Summary

Klineline Bridge Outreach Advisory Group members were asked to brainstorm ideas in response to the open ended question: **“In order to remind consumers we are ‘open for business’ during the bridge closure, we would like to...”** After the initial brainstorming process, participants prioritized ideas by affixing dots to their top five selections. The prioritizations are reflected in the following by the numbers in parenthesis following the item.

### Access

- Provide simple detour information (3)
- “Comprehensive” alternative route plan –Clark County (2)
- Boy Scout Christmas tree lot location up at NE 134th Avenue to improve public access –(Salmon Creek Methodist and Cascade Flooring) (1)
- Provide temporary pedestrian bridge (1)
- Provide turn-around space/area on each side of the bridge for those who miss signs (6)

### Public Involvement and Outreach

- Merchant toolkit with discount coupons, invite to grand opening, plaques on bridge, contest, maps, and project manager contact information. This would include one-on-one or team meetings with merchants. (10) –**Sunny, Bud, and Brad**
- Ensure information is current and that it is honest, truthful, candid and timely from staff to the Committee (7)
- Weekly meeting with contractor and project team –especially affected businesses with weekly activities and contact information for feedback (4)
- Opening/construction ceremony with ribbon cutting (4) –**Brad**
- Theme for structuring message –market catch/positive messaging/memorable (4)
- Provide for pedestrian viewing of construction on both sides of Salmon Creek (3)
- Distribute “photo/info/project description” to locally affected businesses (simple/clear) (3)
- Contact large employers (Kaiser Permanente and Legacy) and the school district throughout the project (3)
- Encourage business owners to tell/repeat messaging (reinforce message) to ensure staff are knowledgeable and aware (3) –**Bud**
- Webcam i.e. Cascade Flooring –foster public information, i.e. school kids involved in stream restoration, tours, etcetera (2)
- Notify public of dates of key events and happenings, i.e. closures (2)

- Communication –explain “why” we need the project (2)
- Provide contractor incentive for early opening –pedestrians, opening one-lane, explore partial opening incentive (2)
- Display information in public places –present information at organization, neighborhood associations, etcetera (2) –**Bud**
- Businesses track losses during construction to report back to the Board of County Commissioners (2)
- Radio advertisement (1)
- In-store sound system updates (1)
- Updates on other County projects or other development projects that may impact stakeholders, i.e. sewer, private development, NW Natural Gas (provide at the next few meetings) (1)
- More timely and broad information on closures (1)
- Publish newspaper inserts –project information (1)
- Clark-Vancouver Television (CVTV) –Attends OAG meetings, The Reflector and The Columbian as “cheerleaders”, Trail Blazers (1)
- Web links, emails, and webcam (1) –**Ila**
- Utilizing neighborhood association newsletters (1)
- Mailing/school mailings to distribute information to banks and other businesses (1)
- Notify trucking industry (1)
- Hold public meetings to explain the project to interested parties (1)

### School Kids

- Poster contest (1)
- Kids’ version of newsletter (1)

### Signage –**Sunny**

- Good road signage –advanced bridge closure notice and businesses open, use ITS/Variable reader boards. (4)
- Generate a map early to distribute alternate route(s) that use the Highway 99 corridor for businesses posted on the website or PDF (4)
- Workable/conducive to permanent signage, i.e. size (2)
- MapQuest –link or some way to notify to properly redirect travelers (2)
- Signage –County more (1)
- Noticeable and obvious signs (1)